



France Market Profile

This summary provides the most up-to-date data available on France as it relates to their people and economy, travel related motivations and planning behavior and French visitor profile specific to Arizona.

GENERAL COUNTRY PROFILE

POPULATION:

66 million

INFLATION RATE:

0.1%

EXCHANGE RATES (EUR PER USD):

.885

GROSS DOMESTIC PRODUCT (GDP):

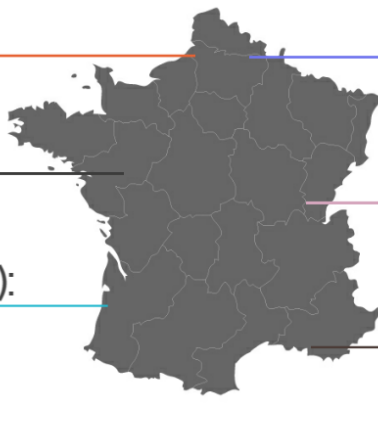
\$2.6 trillion (1.1% annual growth rate)

EXPORTS:

\$509 billion

UNEMPLOYMENT RATE:

10.2%



Source:
The World Fact Book, reporting 2015 data

TRAVEL MOTIVATION AND PLANNING



Top Travel Motivators

63% Local Lifestyle

56% Cultural Historical Attractions

40% Beaches/Seaside Attractions

36% Ecotourism/ Urban Attractions/ Nightlife



Source used in Destination selection for last leisure trip

64% Websites via computer or laptop

37% Information in printed travel guidebooks

36% Recommendation from family & friends



Advance Decision Time

17% Less than a month

17% 1 to 2 months

32% 3 to 5 months

27% 6 to 12 months

7% More than 1 year



Lodging Reservation made before leaving home

75% Yes

44% Internet Booking Service*

29% Travel Agency/Tour Operator/Travel Club

16% The Lodging Establishment Directly

11% Other

25% No

* assume "Internet Booking Service" is an Online Travel Agency (OTA).



How Air Reservations were Booked

43% Travel Agency/Tour Operator/Travel Club

32% Directly with Airline

27% Internet Booking Service*

5% Corporate Travel Department

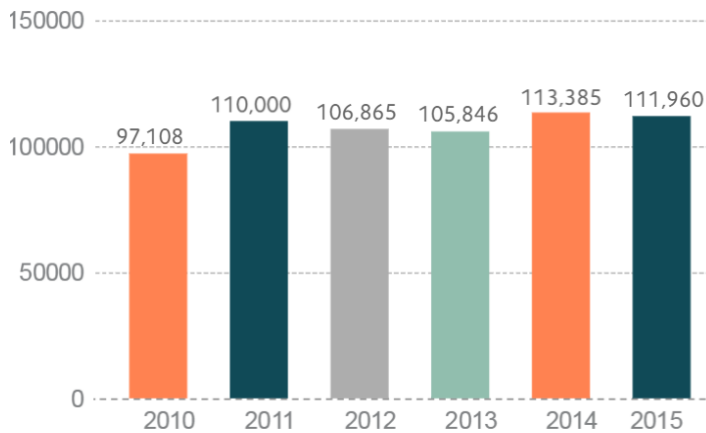
* assume "Internet Booking Service" is an Online Travel Agency (OTA).

Source:
Brand USA, reporting 2014 data
U.S. Dept. of Commerce - NTTO, reporting 2014-15 aggregate data

FRENCH VISITATION TO ARIZONA



Visitation Volume to Arizona



Visitor Characteristics

40 years

Average Age

\$76,598

Average Household Income

2.3 persons

Average Party Size



Length of Stay

3.3

Nights per Destination

17.8

Nights in U.S.



Port of Entry

51%

Los Angeles, CA

17%

San Francisco, CA

5%

New York, NY

5%

Chicago, IL

4%

Minneapolis/ St. Paul MN



Main Purpose of Trip*

93% Leisure

91% Vacation Holiday

14% Visit Friends/Relatives

5% Education

9.4% Business

6.5% General Business

4.4% Convention/Conference/Trade Show

*Includes overlap of trips covering multiple purposes.



Transportation in U.S.

70%

Rented Auto

34%

City Subway/Tram/Bus

25%

Air travel between U.S. cities

21%

Bus between cities

15%

Taxicab/Limousine



Accommodations*

85%

Hotel/Motel

8%

Private Home

12%

Other

* since this is collected through a survey, there is no indication if this is paid or non-paid.

Source:

Tourism Economics, reporting 2010-2015 data

VisaVUE Travel, reporting 2015 data

U.S. Dept. of Commerce - NTTO, reporting 2014-15 aggregate data



Visa Credit Card Travel Spending

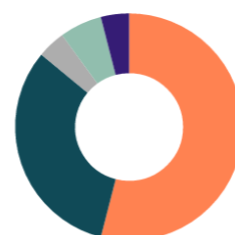
French Visa Card Spending ranked #5 in 2015 with 2.8% of total International Travel Spending in Arizona.

By Quarter



Q1: 14%
Q2: 26%
Q3: 44%
Q4: 16%

By Arizona Region



Northern: 54%
Phoenix & Central: 32%
West Coast: 4%
Tucson & Southern: 6%
North Central: 4%